

Crossroads

Arizona Office of Tourism



Geotourism

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Big Benefits



»Margie A. Emmermann, AOT Director, and Laura French, Executive Projects Manager & Multicultural Representative at the Geotourism MapGuide Launch in Hermosillo, Sonora, Mexico.

Arizona Travel Facts

A record 33 million travelers
visited Arizona in 2006, spending
\$18.6 billion

Equates to visitation five times the
size of Arizona's population

The travel industry is pumping
almost \$51 million directly into
Arizona's economy everyday



Geotourism

— the advantage of offering a more holistic visitor experience

In March 2007, the Arizona Office of Tourism (AOT) launched the National Geographic Arizona-Sonora Desert Region Geotourism MapGuide. Available in both hard copy and online at ArizonaGuide.com, the MapGuide features more than 80 authentic and unique Sonoran Desert experiences for visitors to the southern Arizona and northern Mexico region.

Geotourism, a concept created by National Geographic Society's Center for Sustainable Destinations, aims to sustain and enhance the geographical character of a destination by focusing on the history, cultural, environment, people, and cuisine of an area. By offering travelers a wide variety of tourist destinations that extend beyond the "typical" visit, geotourism presents travelers with an opportunity to have a more intimate and holistic visitor experience.

"Geotourism is a great fit for the state of Arizona," said Margie A. Emmermann, director of the Arizona Office of Tourism. "The MapGuide served as a tremendous opportunity to bring geotourism efforts to Arizona, but now we need to work together to find ways to apply this concept not just to the Sonoran Desert region but throughout all of the Grand Canyon State."

Geotourism has helped redefine the values of smaller destinations. It has brought much needed and deserved recognition to these undiscovered state gems.

"We need to help engage smaller Arizona communities to discover and embrace what they have to offer visitors," said Mitch Nichols, president of Nichols Tourism Group and geotourism consultant. "Then they need to align their destination with the principles of geotourism. In aligning themselves with the concept

they can really help boost the recognition of their visitor destinations."

Principles* such as: **Integrity of place** – which means enhancing the geographical character of an area by developing and improving it in ways distinctive to its natural and cultural heritage.

Tourists satisfaction – which ensures that satisfied geotourists bring new vacation stories home and send friends off to experience the same thing. **Community involvement** – which encourages local businesses and civic groups to build partnership to promote a distinctive experience which includes the area's nature, history and cultures. The principles listed above are just a few that communities can apply to their areas.

(*More geotourism principles are outlined at www.NationalGeographic.com)

"Applying these principles and values is only the first step," said Mr. Nichols. "The second step is to think about product development. We need to think about how we can link to another geotourism destination so we are offering a more holistic visitor experience that will keep visitors coming back."

To help ensure broad application of the concept, AOT developed an initiative called Arizona Origins. Accessible on AOT's Web site, ArizonaGuide.com, this initiative aims to help bring geotourism to fruition and encompasses the "timeless discoveries" that visitors can continuously uncover throughout Arizona.

For more information about geotourism, please visit www.arizonaguide.com.

Opening the Door to Arizona's Tourism Industry for National Tourism Week

Arizona joined hundreds of cities, states and travel-related businesses nationwide May 12 – 20, in recognition of the 24th Annual National Tourism Week. Designated by Congress and established by presidential proclamation in 1983, the week highlighted the value of the nation's \$703 billion travel industry and Arizona's own \$18.6 billion travel industry.

This year's theme, "Travel & Tourism: America's Front Door," illustrated the importance of travel to America's image and suggested its impact as a leading industry for economic growth.

"Hotel, meeting facilities, restaurants and transportation providers are just some of the local businesses greatly impacted by travel to Arizona," said Margie A. Emmermann, director of the Arizona Office of Tourism. "This industry directly generated 173,000 travel-industry jobs for Arizona in 2006 and the indirect effects of this powerful industry impacts the livelihood of thousands more Arizonans."



»AOT Director Margie Emmermann, along with Jay Reams, assistant director at Arizona State Parks department and Jay Ziemann, assistant director external affairs of the Arizona State Parks department, open the door to Arizona's tourism industry at Tonto Natural Bridge State Park.

To help commemorate the week, Ms. Emmermann joined representatives from the Arizona State Parks department in celebrating the State Parks 50th Anniversary at Tonto Natural Bridge on Saturday, May 12th. Ms. Emmermann, along with Jay Reams, assistant director of the Arizona State Parks department and Jay Ziemann, assistant director external affairs of the Arizona State Parks department, opened the door to Arizona's tourism industry at the park's Lodge.

"National Tourism Week helps us celebrate the people that visit here, the workforce that provide service for them and the development created as a result," said Ms. Emmermann.



Meet An Industry Professional



Name: Kay Daggett

Title: Director, Sierra Vista Convention & Visitors Bureau

Education and School: While I do not hold a degree, I do have a few credits from the University of Arizona. The majority of my education hasn't been in a traditional, formal program. I've been so fortunate to learn so much from others.

Associations: Arizona Tourism Advisory Council, Arizona Tourism Alliance, Arizona Film and Television Advisory Board, Arizona-Mexico Commission, Cochise County Tourism Council

Family: Married 32 years, 4 children and 11 grandchildren

How did you get involved in this industry? I started in Real Estate and served on an Economic Development Committee through which I became very interested in the economic impact of the tourism/travel industry. That led to me being offered the position of Executive Director of the Sierra Vista Area Chamber of Commerce. Later, I was offered my current position of Director for the Sierra Vista Convention & Visitors Bureau.

What is your ultimate career goal? I hope to retire in three to five years; then, I'm going to begin yet another career as a professional traveler.

What were some of your previous jobs? I was an engineering assistant at Motorola for a few years, when I was really young. Then, I was in real estate for 10 years, where I began gravitating toward rural economic development. My husband and I have also owned a small neighborhood tavern for the past 30 years.

If you didn't have this job, what job would you want? I think I might want to consider economic research; however, I might be a little too social.

When you were 8, what did you want to be when you grew up? Well I had two dreams. One was to be a singer and dancer; the other was to be veterinarian.

What do you enjoy doing in your free time? Painting, gardening & shopping

What is your biggest pet peeve? My pet peeve is that we don't respect our elders. However that's probably because I now am an elder.

What is your favorite Arizona restaurant? Geez, there are so many and I've visited almost every community in the State. I think I have a favorite in each town, and that would be too numerous to mention.

What section of the newspaper do you read first? Money section

Whom do you most admire? I most admire my grandmother, who adopted me when I was 2 years old. I never called her grandmother, she was always my mom.

Why is your role important to the tourism industry? I truly believe that every CVB Director has an obligation to learn from other tourism entities and CVBs. Then, to use their best practices, modify those practices to better serve their communities, and pass it forward to the next person asking for help.

What is your biggest wish for the industry in the next year? I must say, as the current Chair of the Governor's Tourism Advisory Council, I have learned a great deal. The knowledge and professionalism of the AOT staff is amazing. I have learned so much from them and would hope they could find new ways of sharing that wisdom with all the communities around the State. So, my wish for the industry is to unite and to utilize the talents of others. I'm thrilled with the formation of Tourism University!

Tourism Research By The Numbers

1st Quarter 2007

For more detailed information, please refer to the Arizona Tourism Indicators 1st Quarter 2007 Newsletter available under the newsletter section of the AOT Web site, www.azot.gov.

Arizona Tourism Indicators

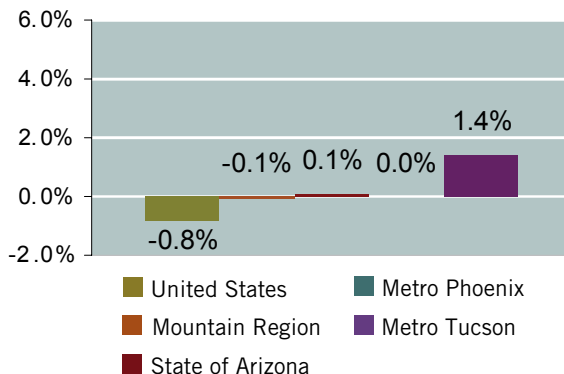
		1st Qtr 2007 % Change over 1st Qtr 2006
Tourism Related		
Tax¹	▲	5.5%
Airport Passenger Traffic²	▲	2.6%
State Park Visitation³	▲	8.6%
National Park Visitation⁴	▼	-1.1%
Painted Cliffs Welcome Center Visitation⁵	▼	-3.1%
State-wide Lodging⁶		See below
~Occupancy	▲	0.1%
~Average Daily Rate (ADR)	▲	9.5%
~Revenue per Available Room (RevPAR)	▲	9.3%
~Demand	▼	-0.2%
~Supply	▼	-0.4%

Source::

¹ Arizona Department of Revenue & NAU, ² Activity reports provided by airports, ³ Arizona State Parks, ⁴ National Parks Service, ⁵ Painted Cliffs Welcome Center, which is located on Interstate 40 westbound near the Arizona/New Mexico border, ⁶ Smith Travel Research

Lodging Details

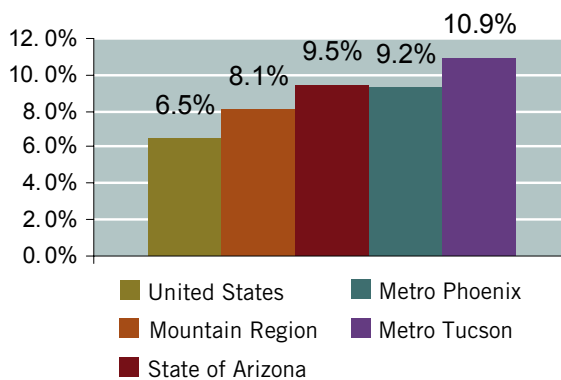
1st Qtr 2007 Occupancy Rate
(% change over Q1 2006)



Source: Smith Travel Research

Overall, the occupancy rate for 1st quarter 2007 was relatively flat for lodging in the United States, Arizona Mountain Region, State of Arizona, Metro Phoenix and Metro Tucson as compared to 1st quarter 2006.

1st Qtr 2007 ADR
(% change over Q1 2006)



Source: Smith Travel Research

The Average Daily Rate (ADR) continues to increase in all tracked segments. State-wide, ADR saw an 9.5 percent increase as compared to 1st quarter 2006. This increase is driving the increase in Revenue per Available Room (RevPAR).

Highlight of the Quarter – Arizona State Parks

Source: Arizona State Parks

- Arizona state parks had an impressive first quarter for 2007.
- Visitation to the parks increased by 8.6 percent to 601,499 visitors.
- This increase was attributed to the 25.6 percent increase in visitation in March.
- The Arizona State Parks with the largest percentage increase are listed below:
 - Fool Hollow Lake increased 73.2 percent to 7,115 visitors
 - Slide Rock increased 43.7 percent to 25,784 visitors





Arizona Economy Sporting Big Benefits

Two major economic impact studies conducted this past spring on two of the state's signature sporting events have exposed great results for Arizona's economy. The Cactus League Attendee Tracking and Expenditure Impact Survey and the P.F. Chang's Rock n' Roll Arizona Marathon and Half Marathon Economic Impact Survey both have revealed tremendous economic benefits for the Grand Canyon State.

In May 2007, AOT, in partnership with Cactus League Baseball Association, released the Cactus League Attendee Tracking and Expenditure Impact Survey. The survey, conducted by FMR Associates, Inc., showed a significant increase in Spring Training Attendance and Fan Expenditures for 2007, immediately revealing just how vital Cactus League games are to Arizona's economy.

According to the survey, a total of 1,217,550 spring training fans generated more than \$300 million within the Grand Canyon State, a 54 percent increase from 2003 when 1,065,381 fans generated a total of \$201 million. The study also revealed that 57 percent of spring training attendees came to Arizona from another state or country, an increase from 48 percent in 2003.

Overall, out-of-state spring training visitors represented 44 states-as well as the District of Columbia, Canada, Germany and Mexico. In addition, more than 68 percent of out-of state visitors indicated that coming to a spring training game was the "primary reason for visiting Arizona.

Many spring training visitors traveled to other parts of the state during their stays. Eighteen percent visited Sedona while eight percent traveled to the Grand Canyon. Prescott, Tombstone, Lake Havasu, and Flagstaff each received two percent of spring training visitors.

January marked the Fourth Annual P.F. Chang's Rock n' Roll Arizona Marathon & Half Marathon and it continues to prove its economic worth to Arizona. According to data just released from AOT, the 2007 event generated an estimated \$44 million for the state's economy.

More than 34,000 runners registered for the 2007 race, enabling it to not only generate \$44 million for the

state's economy, but also contribute more than \$2 million in tax revenues. This level of spending by the participants of the event helped produce an employment impact of 1,230 jobs within Maricopa County.

An economic impact study of the race was last conducted after the inaugural race in 2004. At that time the economic impact was estimated at \$41 million, including \$1.1 million in tax revenues.

Event co-hosts Phoenix, Scottsdale and Tempe benefited the most from the marathon with race participants' spending on hotels, food, shopping and other items. More than half of the runners were from out-of-state. The top five states of origin for out-of-state runners were: California, Illinois, Colorado, Wisconsin, and Washington, which represents the majority of the states where AOT's focuses its marketing efforts.

More than 21 percent of out-of state respondents reported traveling outside the Phoenix Metro area during their stay. Sedona was the most frequently visited community with 45.5 percent of participants traveling to the destination, followed by Tucson at 28.4 percent.

Native American Tribal lands accounted for 21.8 percent of additional travel, while Flagstaff and Williams captured 18.5 percent of travel outside Phoenix.

"These results are great news for Arizona," said Margie A. Emmermann, Director of AOT. "Both these studies have revealed how important sports tourism is to Arizona's economy. The economic benefits from both the Cactus League spring training games and the Rock n' Roll marathon resonates throughout the state."

For more detailed information on the Cactus League Baseball Attendee Tracking Survey, please visit www.cactusleague.com.

For more detailed information on the P.F. Chang Rock n' Roll Arizona Marathon and Half Marathon, please visit, www.azot.gov.



Top Five State Parks

(By visitation in the 1st Qtr 2007)

1. Catalina	66,256
2. Kartchner Caverns	56,571
3. Lake Havasu	45,342
4. Lost Dutchman	37,181
5. Patagonia	35,267

source: Arizona State Parks

Top Five National Parks

(By visitation in the 1st Qtr 2007)

1. Grand Canyon NP	626,911
2. Saguaro NP	233,052
3. Lake Mead NRA	214,889
4. Canyon de Chelly NM	160,628
5. Montezuma Castle NM	146,089

source: National Parks Service

Top 10 Originating States to Painted Cliffs Welcome Center

(1st Qtr 2007)

1. Minnesota	1,909
2. Texas	1,774
3. New Mexico	1,772
4. Colorado	1,765
5. Illinois	1,345
6. Michigan	1,219
7. California	1,155
8. Wisconsin	1,140
9. Iowa	968
10. Missouri	849

source: Arizona Office of Tourism



Meet AOT Staff



Name: Karen McClurg

Title: Tourism Education and Development Manager

How long have you been with AOT? 4 ½ years and counting

Education: Graduated from Arizona State University with a bachelor's degree in Tourism.

What is your previous work history? I have worked at various places throughout college which included insurance agent, concierge for a Scottsdale resort, and travel counselor/receptionist at the Chandler Chamber of Commerce.

What is your role at AOT? My role is to manage AOT's matching grant programs; the Teamwork for Effective Arizona Marketing (TEAM) matching grants program and the Rural Tourism Development Grant Program (RTDGP). I am also responsible for AOT's newest program, Arizona Tourism University (ATU) which will host over fifteen workshops throughout the year on various topics such as the Arizona Brand, the Economic Impact of the Travel Industry in Arizona, Geotourism, How to Write a Marketing Plan, How to Conduct a Visitor Survey and How to Create an Itinerary and Conduct a FAM tour. My goal is to provide communities of Arizona with much needed information to assist them with their tourism marketing goals.

What do you enjoy most about your job? I love getting out and about in the different Arizona communities. The best part of my job is being able to work with the local industry helping to enhance their tourism efforts through grants, technical assistance and other AOT programs. I find this part of my job very rewarding.

What is your favorite Arizona experience? There have been so many of them. I could not possibly list them all. At the top of the list would have to be white river rafting down the Colorado River in the Grand Canyon and skydiving in Eloy as part of a birthday celebration.

What book are you currently reading? The Life of Mahatma Gandhi by Louis Fisher.

What are you currently listening to? The Very Best of Ray Charles

Whom do you most admire and why? I admire my mother the most. She is selfless in her giving to our family as well as to strangers. She always puts her family's needs before her own. She taught me to enjoy life, not take it too seriously and just have fun. She enjoys the simple things in life and always takes time out to smell the roses.

AOT Staff Member Contributes to Historic Tourism Project

Jennifer Sutcliffe, AOT's Travel Industry Manager, joined more than 300 travel industry professionals in their quest to help restore the historic town of Virginia City, Nevada during the 5th Annual Tourism - Caring for America restoration event, held May 18th - 19th.

Jennifer and the group of industry volunteers, which included CEOs, transportation executive, hoteliers, tour operators, travel agents, executives of convention and visitors bureaus and other travel industry professionals, joined together to help rejuvenate the historic sites in Virginia City. The city is an old silver mining town that was once known as the "richest place on earth." The travel industry volunteers took on tasks such as clearing an overgrown historic cemetery, painting historic buildings and churches, cataloging historic artifacts, rebuilding stairs for the old house, cleaning and restoring a historic train car and various other restorative tasks in the hopes that the efforts will bring back a bit of sparkle to an old west city.

"Performing tasks to help restore a historic building or a local landscape for a community that doesn't have the human or financial resources is a tremendous feeling," said Jennifer. "And when you can see the difference you have made, there is a sense of pride for everyone – the volunteer as well as the resident. Each site or community becomes a part of you and you know that others can appreciate and enjoy those resources for a lot longer than before you arrived."

The organization who arranged the event, Tourism Cares for Tomorrow, is dedicated to the restoration and preservation of worldwide tourism sites and offered tourism industry professionals an opportunity to "give back" to a community whose primary industry today is tourism. One of the more significant examples was when the organization helped restore sites in New Orleans, Louisiana after Hurricane Katrina struck in 2005 and devastated much of the area.

"We had the opportunity to go to the area and help restore some sense of community to the Mississippi Gulf Coast," said Jennifer. "By helping to clean up some of the historic and cultural landmarks that visitors have enjoyed for years, we helped bring back some local pride and increased tourism revenue to the community."

For more information about Tourism Cares for Tomorrow, contact Jennifer Sutcliffe at (602) 364-3693 or via e-mail at jsutcliffe@azot.gov. Pictures and stories from the event will be available soon at www.tourismcares.org.



»Jennifer was among the numerous tourism professionals that volunteered to help clean areas in southern Louisiana after Hurricane Katrina hit in 2005.

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Margie A. Emmermann, Director

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From The Director



Finally!! After a few months off for some reformatting, the AOT's Crossroads newsletter is back! The new version promises to offer more in-depth tourism related articles on issues and trends affecting Arizona's travel industry.

But don't worry, we haven't changed everything! You can still find the same great industry professional and AOT staff interviews that really highlight the dynamic individuals that make up this industry.

In this edition of Crossroads, we take a look into the benefits of applying geotourism values and principles to visitor destinations and interview Mitch Nichols, president of Nichols Tourism Group, a strong advocate of geotourism principles. We also take a look at how valuable sports tourism has been for Arizona.

Both the Cactus League and P.F. Chang's Rock n' Roll Arizona Marathon economic impact studies were released and unveiled great news for Arizona. These events bring such a tremendous financial benefit to the state and get visitors to travel throughout Arizona, as you'll read in the article.

Also in this edition of Crossroads, you'll see that education is a cornerstone to keeping tourism as a

major contributor to Arizona's economic development. Crossroads interviews with AOT staff member Karen McClurg and industry professional Kay Daggett, show that they definitely do their parts to educate not only our constituents, but members of the general public on all that the Grand Canyon State has to offer. Karen, as AOT's tourism education and development manager is vital to the development of workshops that help inform and teach industry professionals community members statewide on how to promote tourism.

Kay, as the director of the Sierra Vista Conventions & Visitors Bureau, uses what AOT offers to promote Sierra Vista to Arizona communities and beyond. This "education partnership" helps produce great revenue numbers as is evident from our first quarter fiscal year 2007 results.

Thank you for all your hard work and continued support for Arizona tourism!

Margie A. Emmermann

Director

Arizona Office of Tourism

Coming Soon...

- ESTO (Educational Seminar for Tourism Organizations)
The Phoenician
www.tia.org
August 15-18, 2007
- La Cumbre Sales Mission
Ft. Lauderdale, FL
September 5-7, 2007
- Travel Leadership Summit
Washington, D.C.
www.tia.org
September 26-27, 2007
- Arizona Media Marketplace
Los Angeles, CA
September 27, 2007
- Arizona Showcase
Hermosillo, Sonora, Mexico
October 3-4, 2007